Tobacco 26+20860

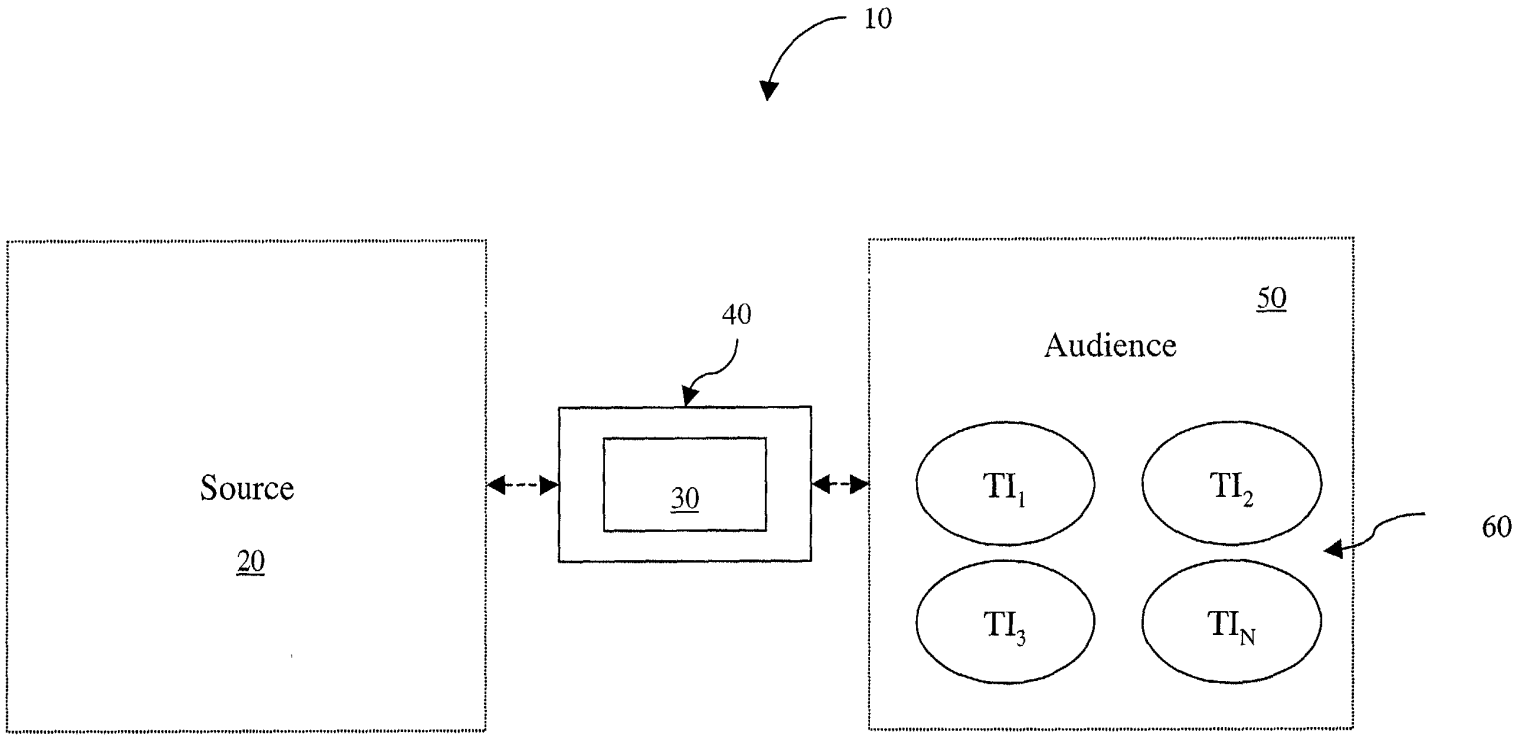

Fig. 1

TO60E0' 26ir20860

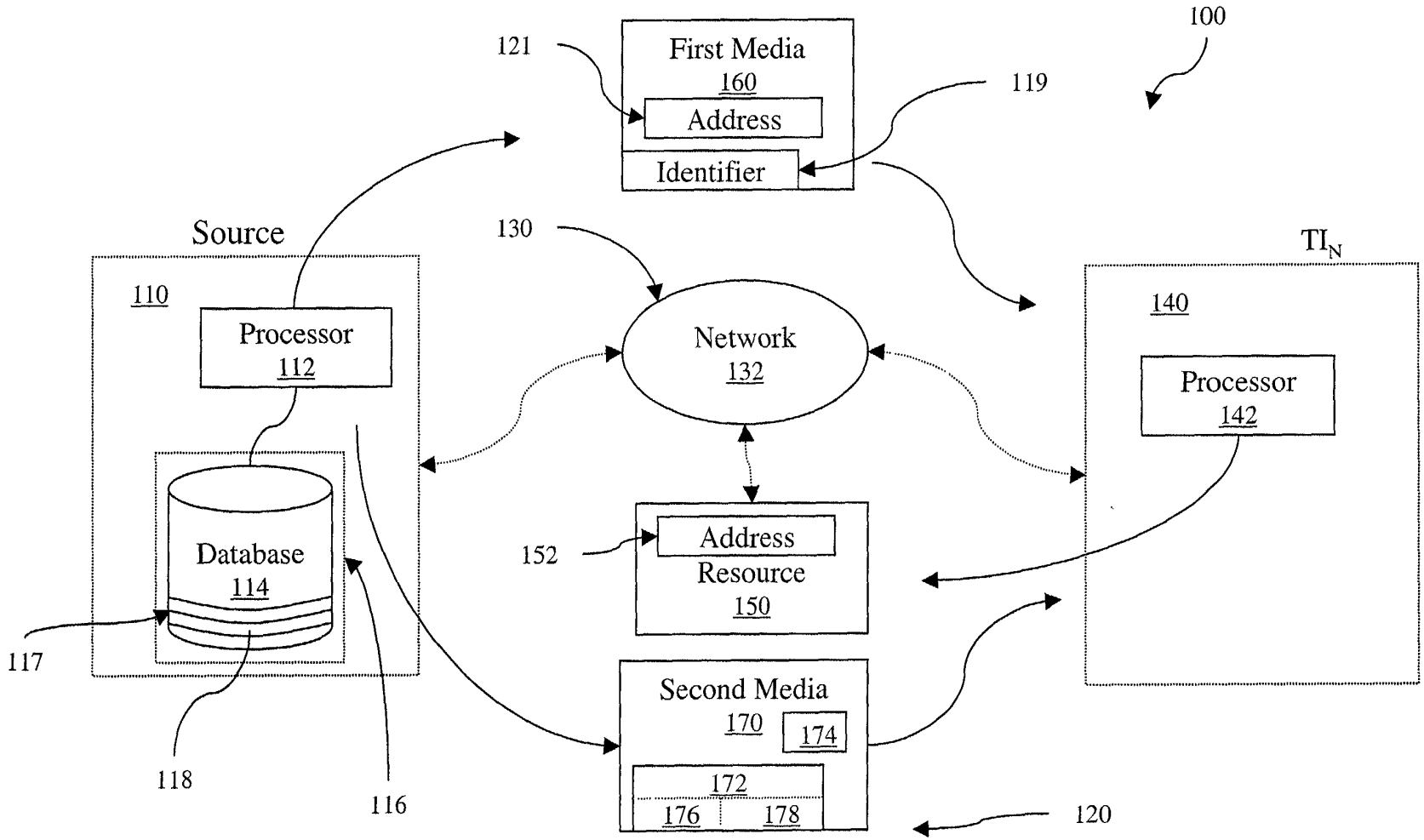

Fig. 2

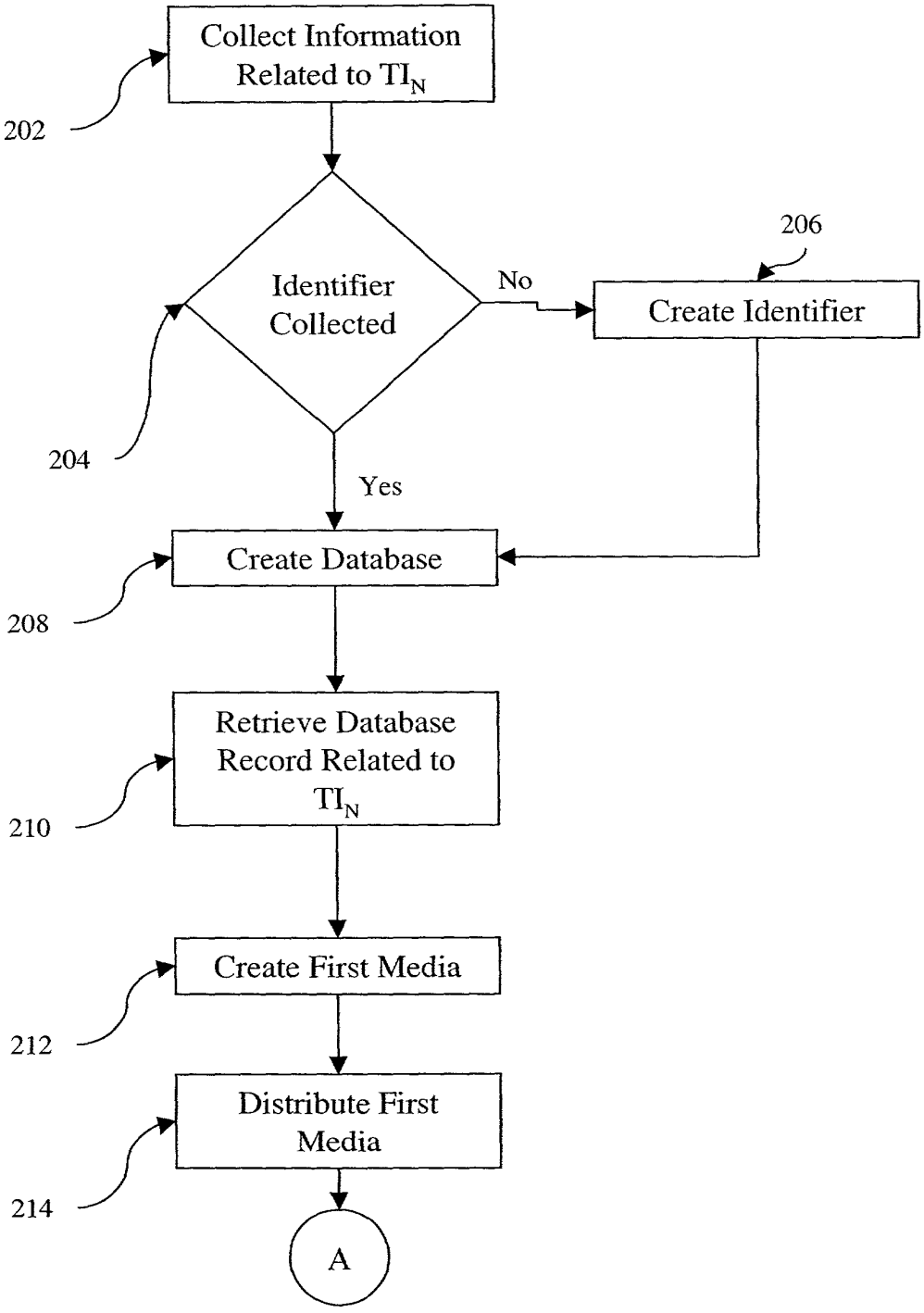
Collect Information Related to TI_N
202
Identifier Collected
204
No
206
Create Identifier
Yes
Create Database
208
Retrieve Database Record Related to TI_N
210
Create First Media
212
Distribute First Media
214
A

Fig. 3

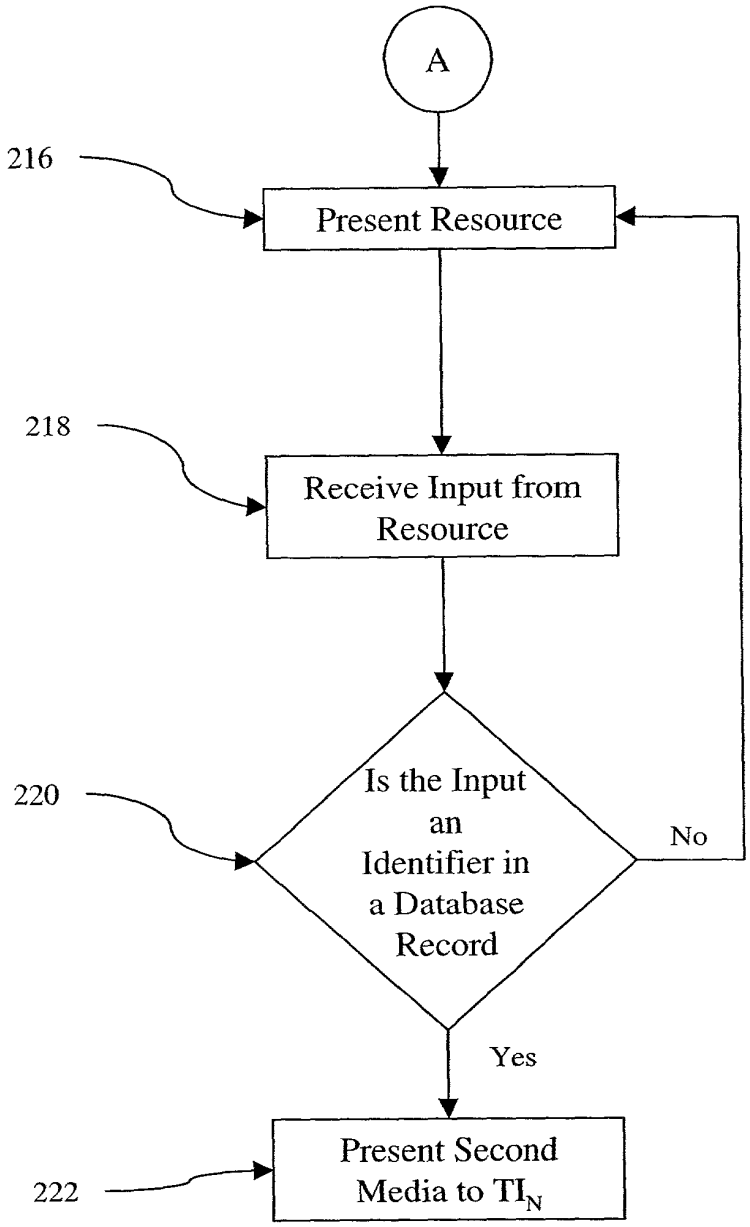
A
216
Present Resource
218
Receive Input from Resource
220
Is the Input an Identifier in a Database Record
No
Yes
222
Present Second Media to TI_N

Fig. 4

PG6020 26h20860

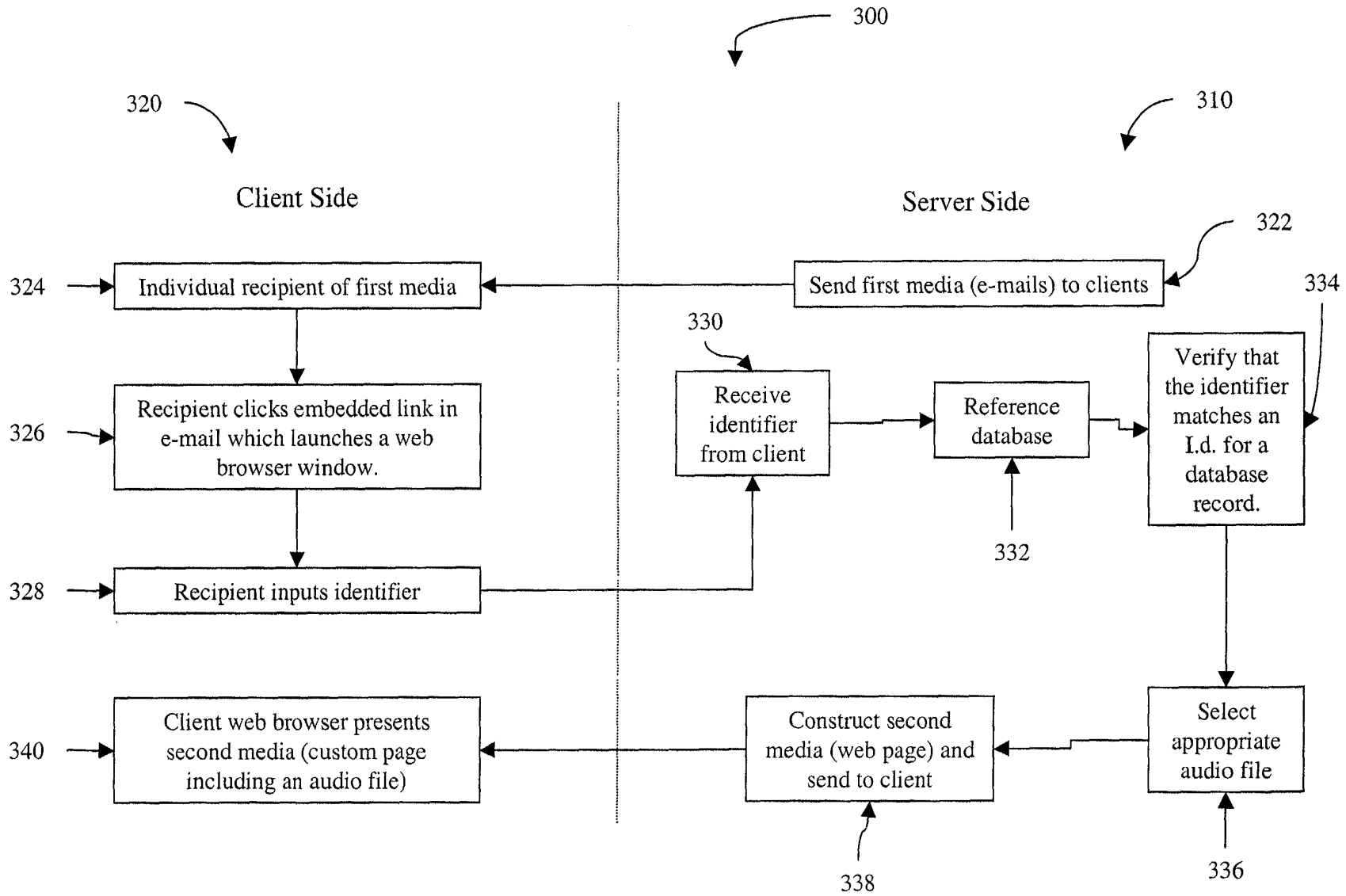

Fig. 5

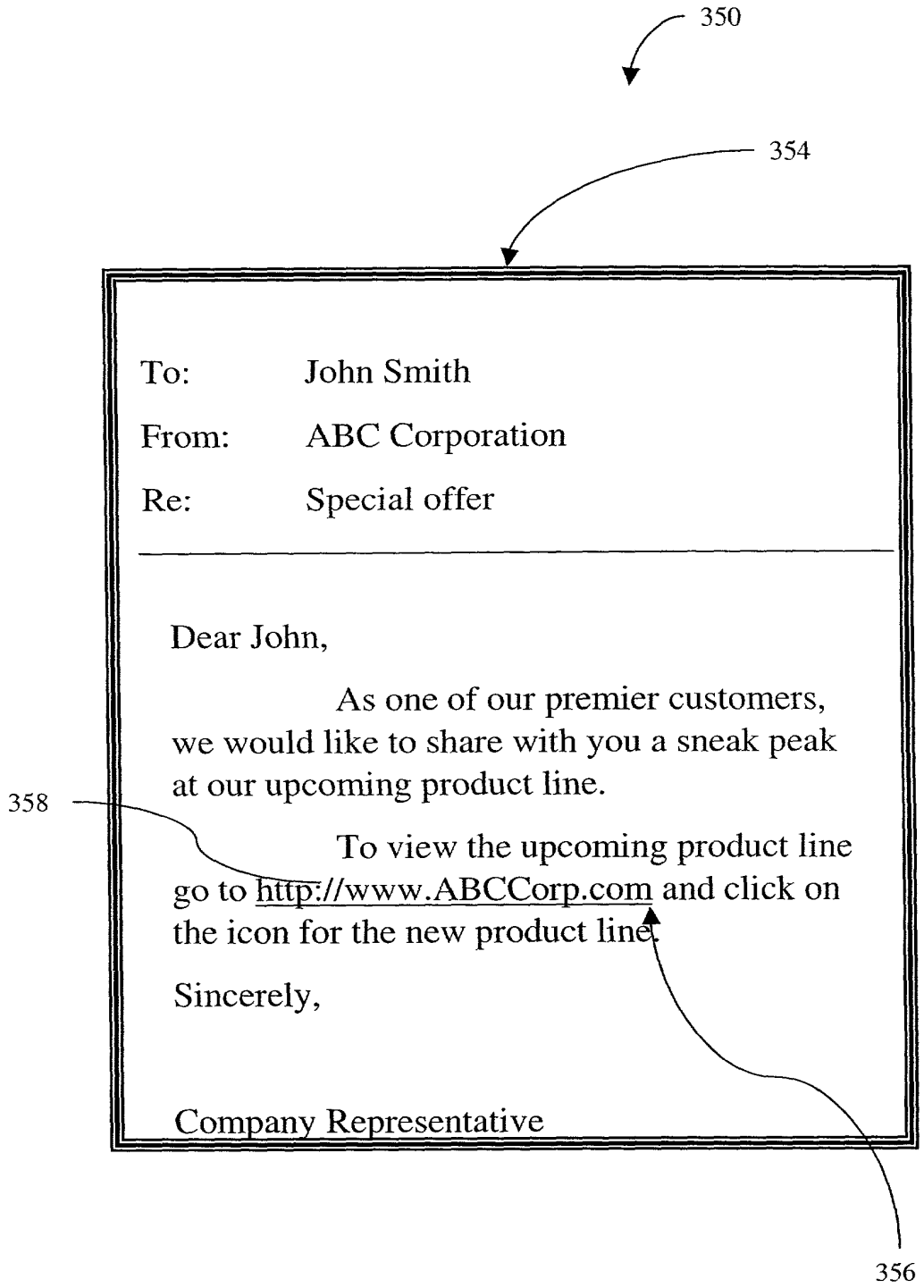
350
354
To: John Smith
From: ABC Corporation
Re: Special offer
Dear John,
As one of our premier customers, we would like to share with you a sneak peak at our upcoming product line.
To view the upcoming product line go to http://www.ABCCorp.com and click on the icon for the new product line.
Sincerely,
Company Representative
358
356

Fig. 6

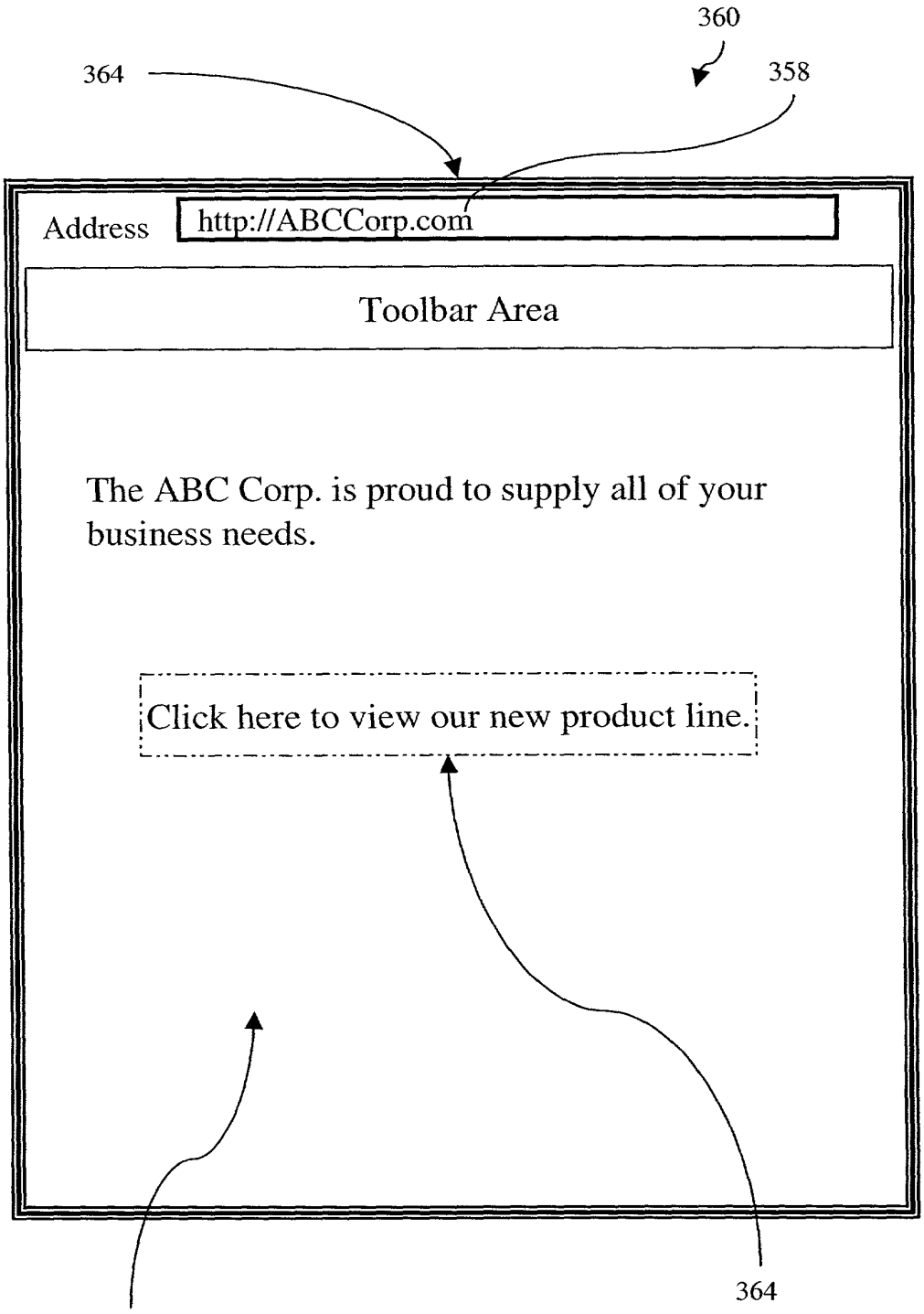
360
364
358
Address
http://ABCCorp.com
Toolbar Area
The ABC Corp. is proud to supply all of your business needs.
Click here to view our new product line.
362
364

Fig. 7

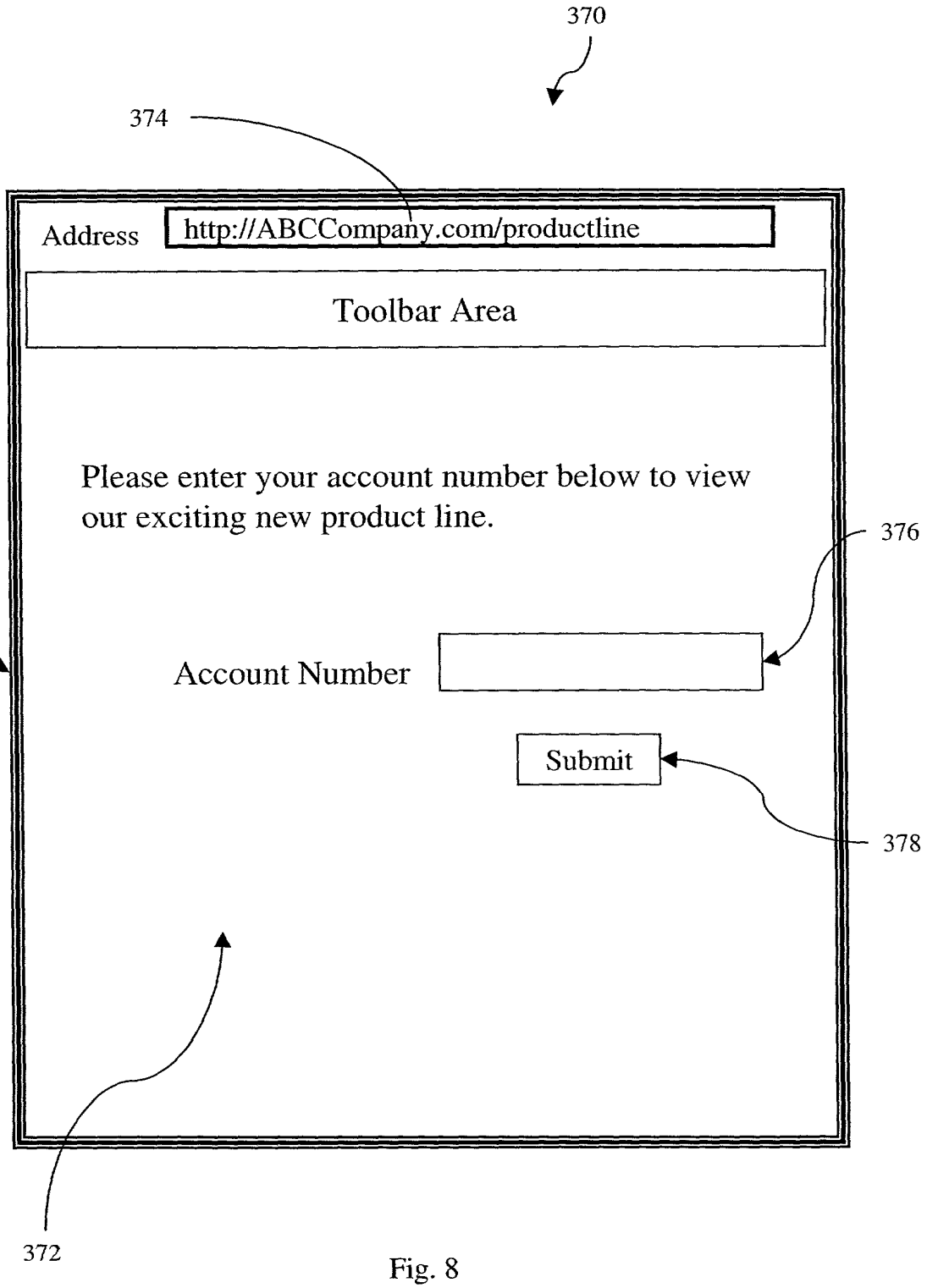
370
374
Address
http://ABCCompany.com/productline
Toolbar Area
Please enter your account number below to view our exciting new product line.
364
376
Account Number
Submit
378
372

Fig. 8

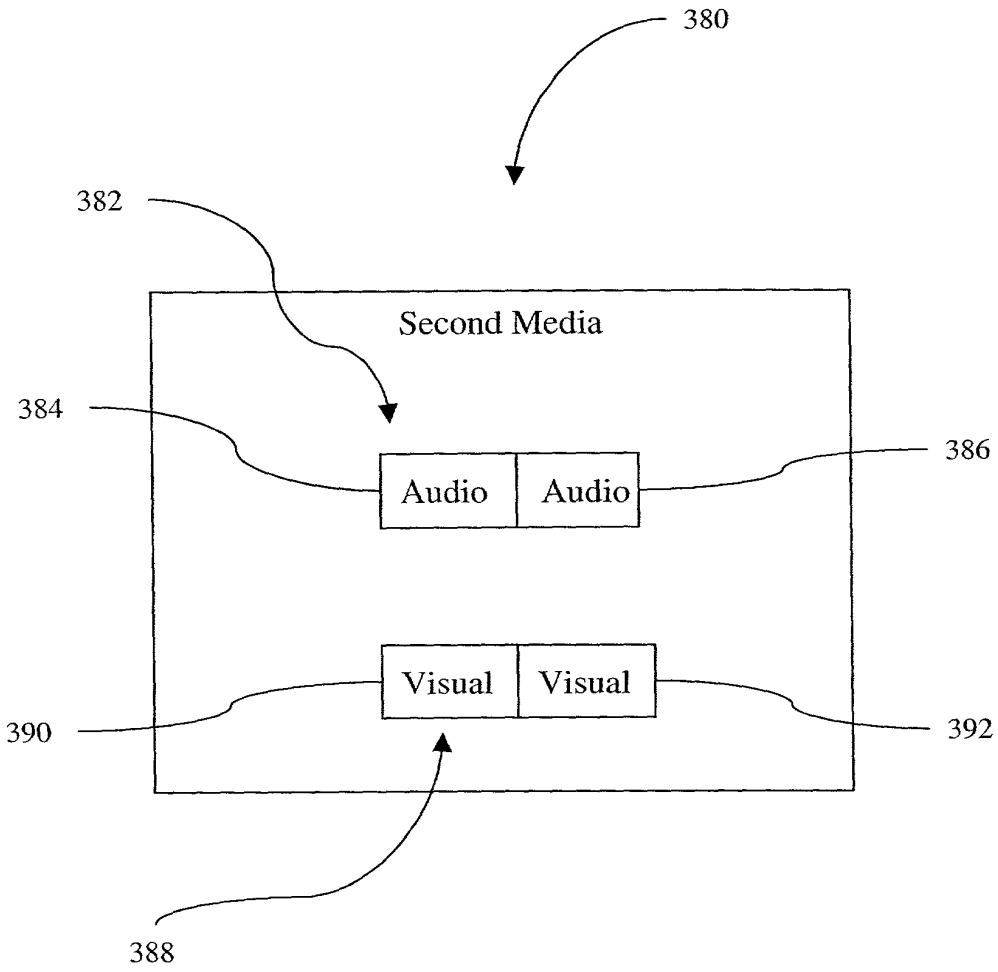
380
382
Second Media
384
Audio
Audio
386
Visual
Visual
390
392
388

Fig. 9

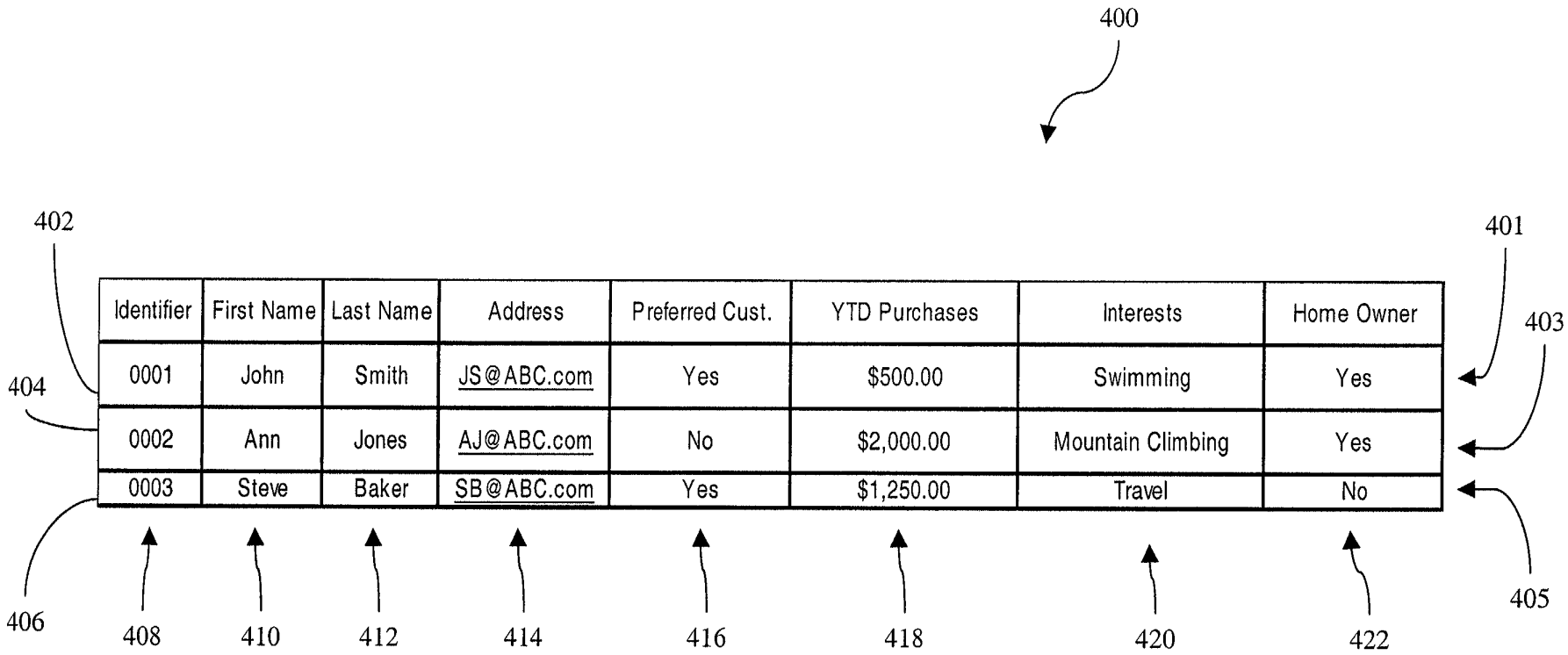
400
402
401
403
404
405
406
408
410
412
414
416
418
420
422
Identifier
First Name
Last Name
Address
Preferred Cust.
YTD Purchases
Interests
Home Owner
0001
John
Smith
JS@ABC.com
Yes
$500.00
Swimming
Yes
0002
Ann
Jones
AJ@ABC.com
No
$2,000.00
Mountain Climbing
Yes
0003
Steve
Baker
SB@ABC.com
Yes
$1,250.00
Travel
No

Fig. 10

Greetings, Steve Baker.

As a preferred customer member you are eligible for our special offers through our partners.

(Pause)

Currently, ABCTravel is making available to you Steve a cruise vacation at sixty percent of the market price.

However, because your year to date purchases total over one thousand dollars, we will reduce the already low rate by ten percent. Thus, the final cost to you is one half of the current market price.

Please make your reservations by the end of the month to take advantage of this exclusive offer.

Your reservation code number is 1D3G4T.

Thank you for your continued support of our store.

Fig. 11

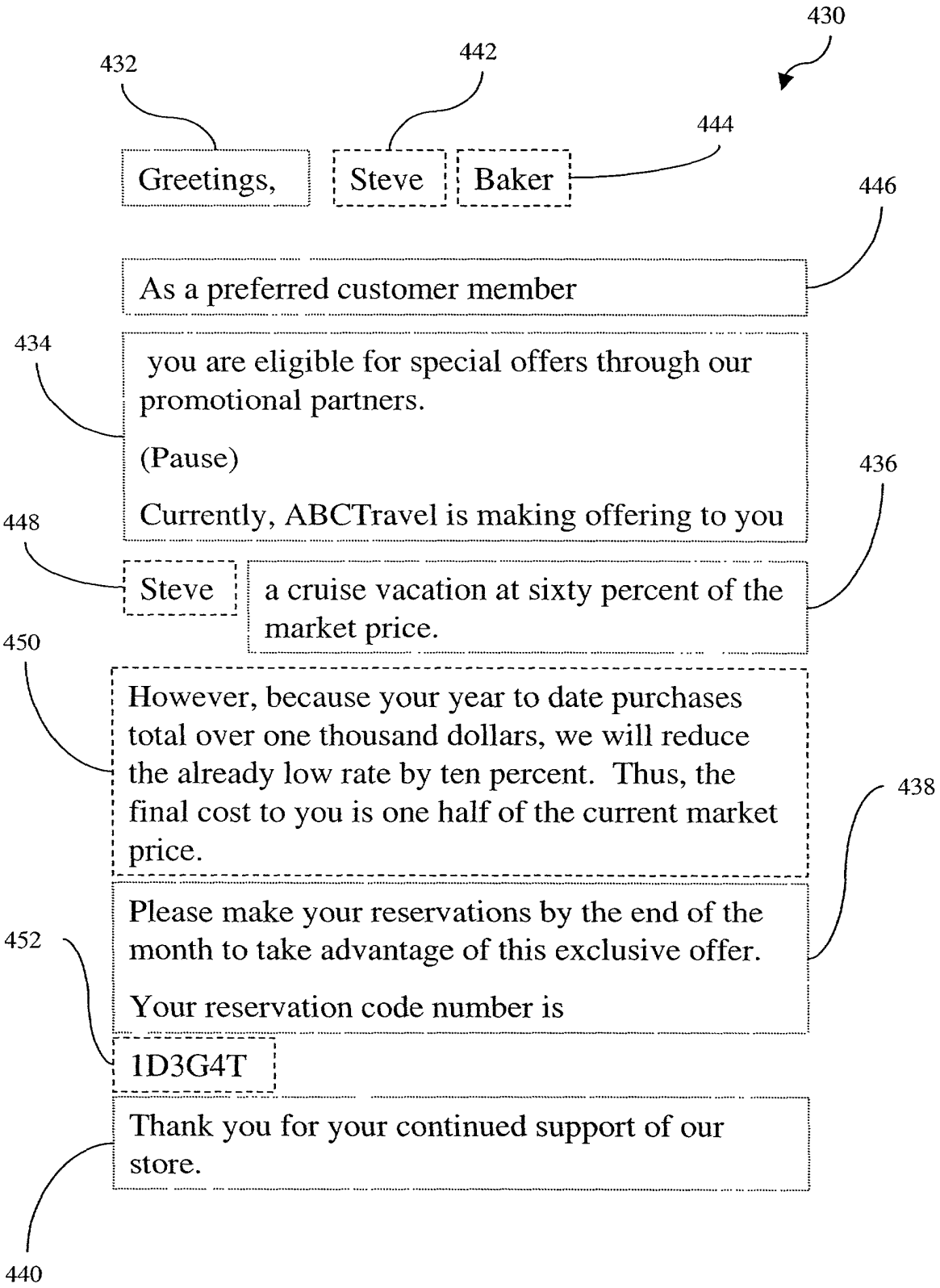
430
432
442
444
Greetings,
Steve
Baker
446
As a preferred customer member
434
you are eligible for special offers through our promotional partners.
(Pause)
436
Currently, ABCTravel is making offering to you
448
Steve
a cruise vacation at sixty percent of the market price.
450
However, because your year to date purchases total over one thousand dollars, we will reduce the already low rate by ten percent. Thus, the final cost to you is one half of the current market price.
438
Please make your reservations by the end of the month to take advantage of this exclusive offer.
452
Your reservation code number is
1D3G4T
Thank you for your continued support of our store.
440

Fig. 12

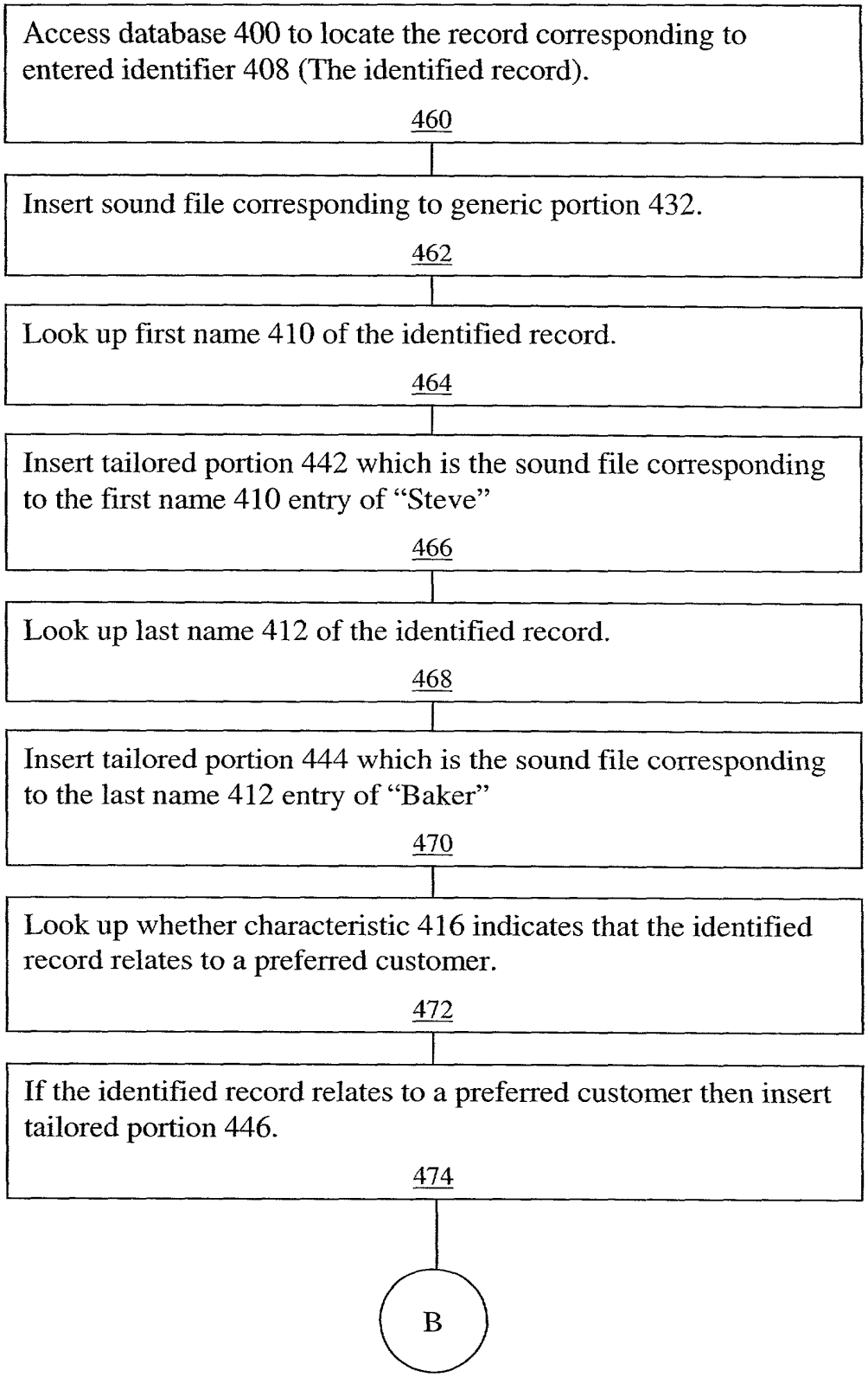
Access database 400 to locate the record corresponding to entered identifier 408 (The identified record).
460
Insert sound file corresponding to generic portion 432.
462
Look up first name 410 of the identified record.
464
Insert tailored portion 442 which is the sound file corresponding to the first name 410 entry of "Steve"
466
Look up last name 412 of the identified record.
468
Insert tailored portion 444 which is the sound file corresponding to the last name 412 entry of "Baker"
470
Look up whether characteristic 416 indicates that the identified record relates to a preferred customer.
472
If the identified record relates to a preferred customer then insert tailored portion 446.
474
B

Fig. 13

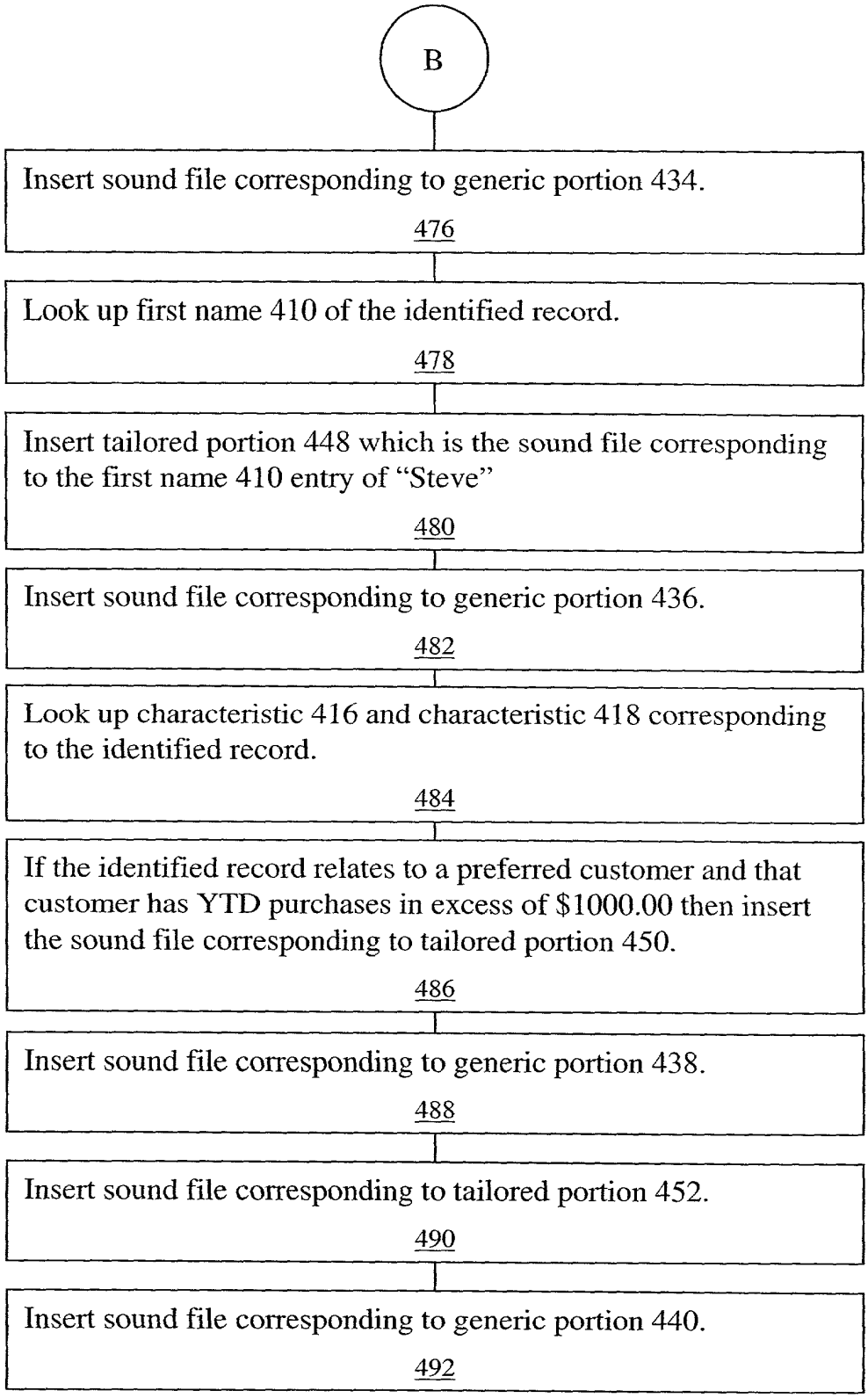
B
Insert sound file corresponding to generic portion 434.
476
Look up first name 410 of the identified record.
478
Insert tailored portion 448 which is the sound file corresponding to the first name 410 entry of "Steve"
480
Insert sound file corresponding to generic portion 436.
482
Look up characteristic 416 and characteristic 418 corresponding to the identified record.
484
If the identified record relates to a preferred customer and that customer has YTD purchases in excess of $1000.00 then insert the sound file corresponding to tailored portion 450.
486
Insert sound file corresponding to generic portion 438.
488
Insert sound file corresponding to tailored portion 452.
490
Insert sound file corresponding to generic portion 440.
492

Fig. 14

Tagged: 2014-08-26

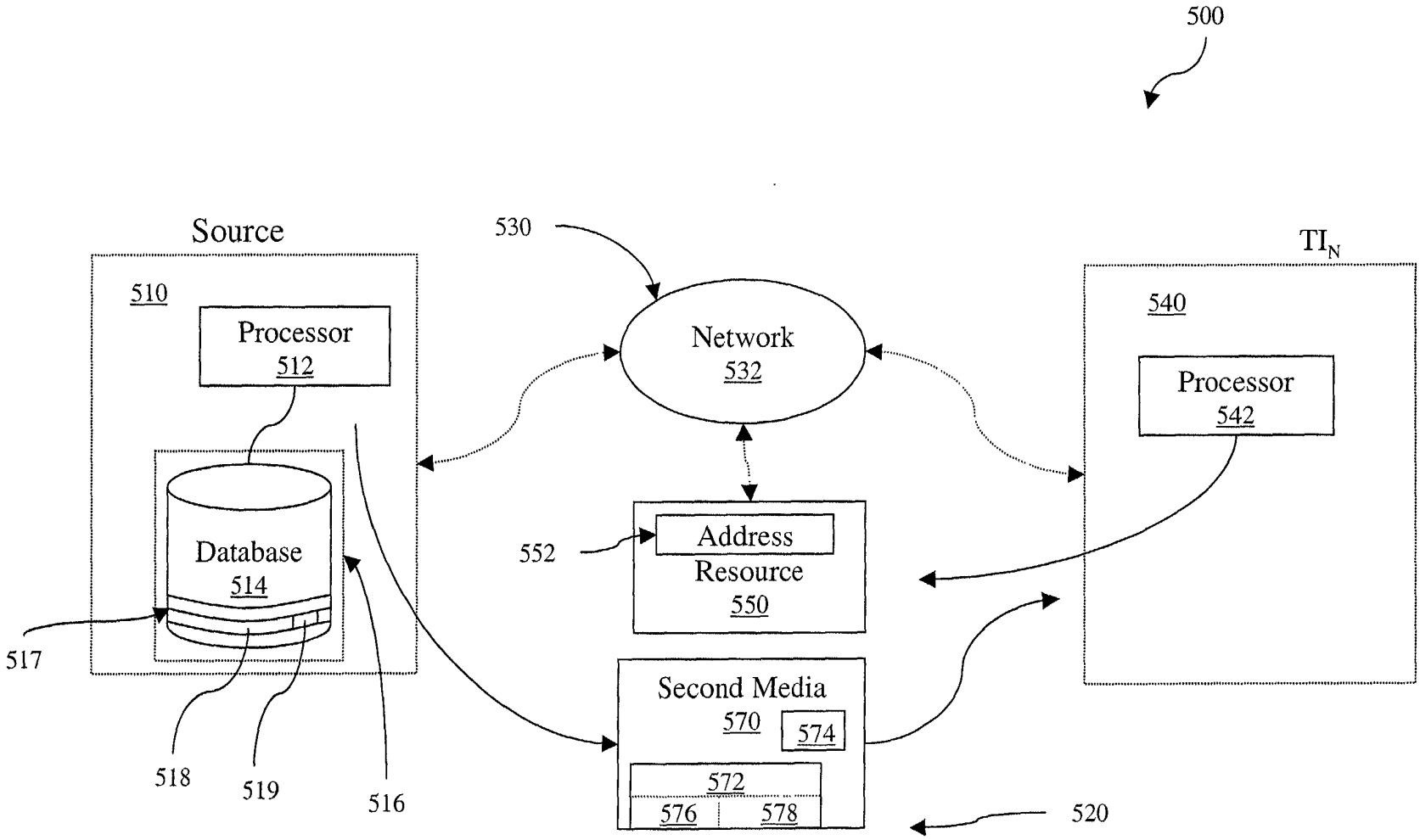

Fig. 15

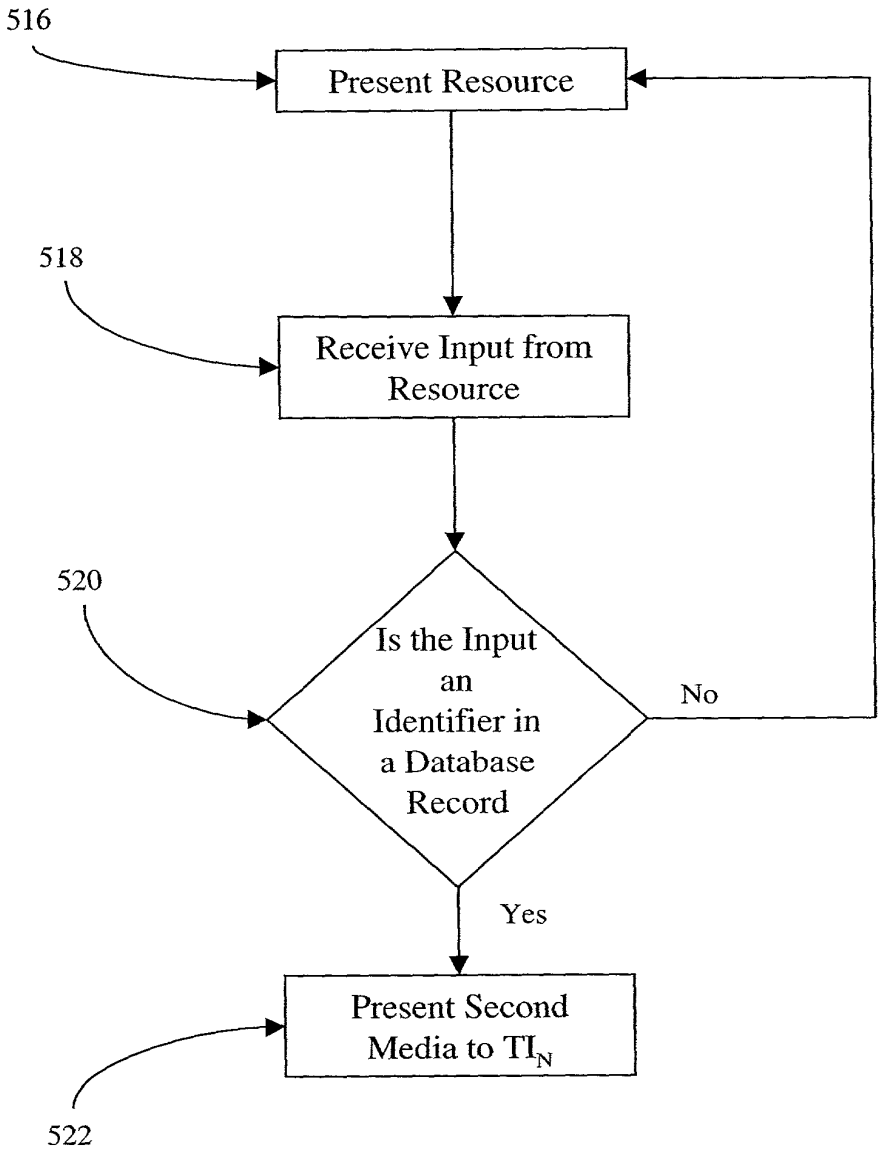
516
Present Resource
518
Receive Input from Resource
520
Is the Input an Identifier in a Database Record
No
Yes
Present Second Media to TI_N
522

Fig. 16

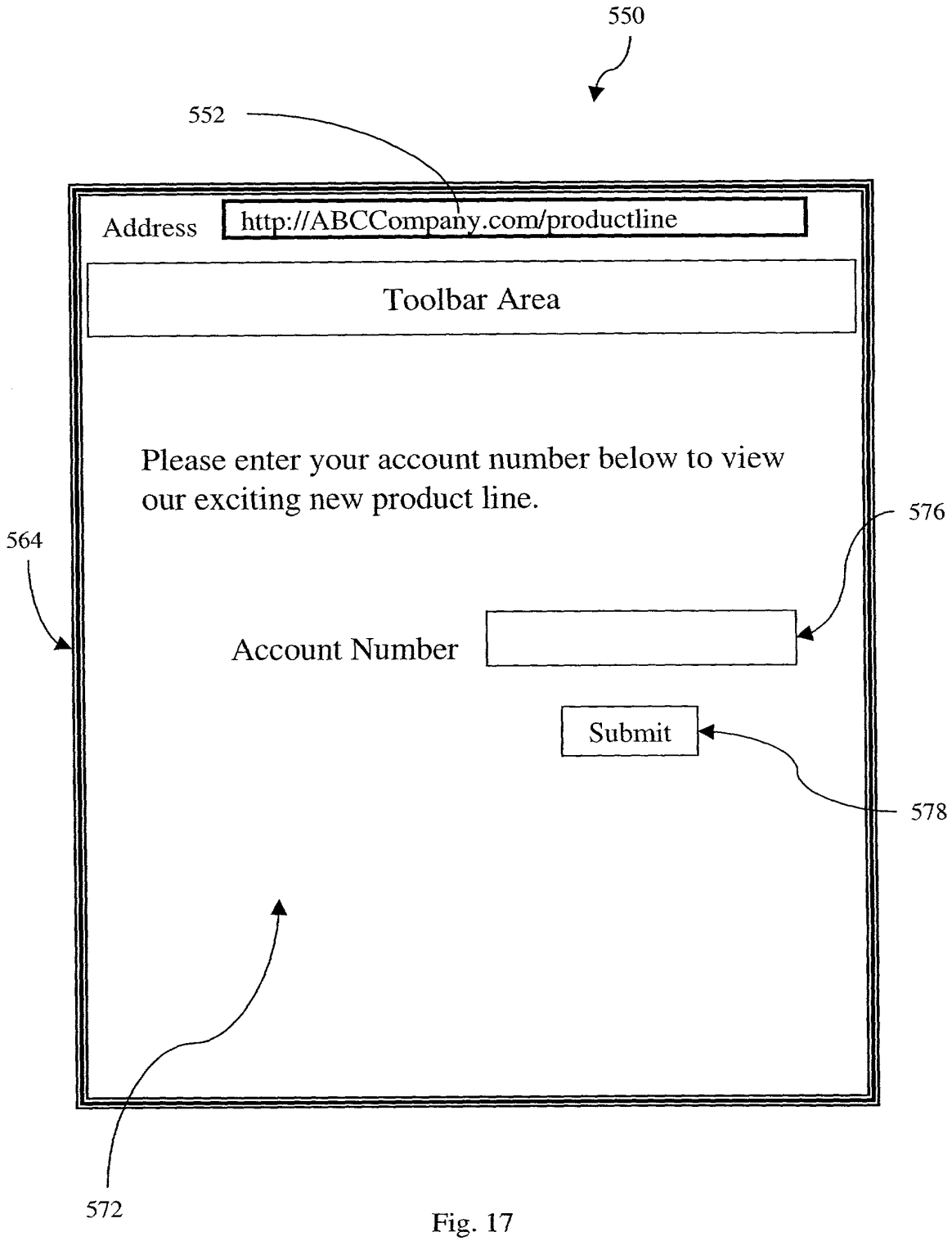
550
552
Address
http://ABCCompany.com/productline
Toolbar Area
Please enter your account number below to view our exciting new product line.
564
576
Account Number
Submit
578
572

Fig. 17